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Popular Music Culture

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Assessment 1:
Task 1: Technology and Music

Word Count:

The controversy between Art and technology did not happen yesterday. Even if nowadays the Doga think that crooners like Frank Sinatra are very appreciate and have a huge talent, it was not the case a few decades ago. Simon Frith (1986, p.263) said "There is a lot of difference between straight singing and crooning" (...) "I can't confess I like it". Thanks to time, technology can be anchored in music. If you ask a random person in a street and talk about Frank Sinatra, in most cases, that person will say that Sinatra was a true singer, with no technology behind, with no auto-tune. They will not think about all the technology in microphones. Even in jazz, technology had an impact. Paul Théberge (2011, p.5-6) said "for example, the string bass could be heard clearly, for the first time, in jazz recordings and the instrument quickly replaced the tuba which had often been used in earlier recorded jazz".

Still nowadays, the technology is controversial when we talk about Art, music and creativity. But some artists use that technology, use all these new devices, these new effects, in order to create something totally new, something that we never heard before.

Reference List:

Frith,S. (1986) *Media,Culture and Society*. Vol 8. London,Beverly Hills and New Delhi: SAGE.

Firth,S., Straw,W. and Street,J. (2001) *The Cambridge Companion to Pop and Rock*. Cambridge: The Press Syndicate of the University of Cambridge.